

Rockson Automation GmbH is an established system provider and product developer for maritime automation. Based on its proprietary product, Rockson designs, delivers, and maintains a wide range of customized automation solutions for merchant vessels, yachts, and special vessels worldwide.

A European sales center for radar systems and VDR will be established for our Asian cooperation partner at the Kiel site. This partner is a manufacturer of marine navigation equipment, an integrator of marine navigation, communication, and automation systems, and a developer of SMART Ship solutions that meet the requirements of the IMO and classification authorities.

Under the German management of Rockson we are looking for a:

Business Development and Sales Manager / Germany (m/w/d)

Industry: Maritime & Navigation Equipment
Location: Germany (Kiel / Hamburg, with regional travel)

POSITION OVERVIEW

We are seeking an experienced and proactive Business Development and Sales Manager to lead our expansion efforts in the European maritime industry. The ideal candidate will have a deep understanding of the maritime sector, particularly in navigation equipment, and a proven track record of driving sales and fostering strategic partnerships. This role is pivotal in establishing and growing our presence in the German market.

KEY RESPONSIBILITIES

Business Development

- Identify opportunities within the maritime industry, including shipbuilding, fleet operators, and marine service providers, to promote navigation and communication equipment.
- Build strategic relationships with key players in the German maritime sector, such as shipowners, port authorities, and marine contractors.
- Conduct market analysis to understand customer needs, regulatory requirements, and emerging trends in maritime navigation technology.

Sales Management

- Develop and implement sales strategies to achieve revenue targets for navigation equipment in Germany.
- Lead the sales cycle from prospecting to closing, focusing on high-value contracts with shipbuilders, fleet operators, and government agencies.
- Collaborate with the technical team to provide tailored solutions, ensuring alignment with client requirements and compliance with maritime regulations.
- Monitor competitive products and adjust strategies to maintain a competitive edge.

Product Representation

- Act as the subject matter expert for navigation equipment, delivering compelling presentations and demonstrations to clients.
- Represent the company at maritime trade shows, exhibitions, and conferences in Germany and Europe.
- Provide feedback to the product development team based on customer insights and market demands.

Customer Relationship Management

- Maintain and strengthen relationships with existing clients, ensuring high levels of satisfaction and loyalty.
- Respond promptly to client inquiries, provide after-sales support, and resolve issues effectively.

Compliance and Reporting

- Stay informed about German and international maritime regulations, ensuring that all sales activities comply with industry standards.
- Prepare regular reports on sales performance, market conditions, and competitor activities.
- Provide insights to senior management to refine the company's growth strategies.

REQUIREMENTS

Education and Experience

- Bachelor's degree in Marine Engineering, Business Administration, or a related field (Master's degree preferred).
- Minimum 5 years of experience in sales or business development within the maritime or navigation equipment sector.
- Familiarity with IMO regulations, SOLAS requirements, and German maritime laws.
- Technical certifications related to navigation systems (e.g., ECDIS Operator, Marine Electronics Technician).
- Experience with procurement processes for navigation and safety equipment.

Skills and Competencies

- Strong knowledge of maritime navigation equipment, including radar systems, ECDIS, AIS, and GPS technologies.
- Excellent communication, negotiation, and presentation skills tailored to technical and non-technical audiences.
- Proficiency in CRM systems and sales tools, with the ability to manage a robust sales pipeline.
- Fluent in German and English; additional Mandarin is a plus.

Personal Attributes

- Self-driven with a results-oriented mindset and the ability to work independently.
- Strong analytical and problem-solving skills to address complex client needs.
- Flexibility to travel extensively within Germany and internationally.
- Existing network of contacts within the German maritime sector.